

## ABSTRACT OF THE DISCLOSURE

This invention makes it difficult to analyze key data necessary to generate authentication data of image data. In this invention, when a user turns on the power supply of an image sensing apparatus 10, key data necessary to generate authentication data is generated (step S201). When the user turns off the power supply of the image sensing apparatus 10, the key data is erased (step S204). Since a period during which the image sensing apparatus 10 holds the key data can be limited to "a period during which the power supply of the image sensing apparatus 10 is ON", analysis of the key data can be made difficult.